



**AIR CONDITIONED . . .** Comfort is in store for men this season with smart, new, ventilated, woven leather shoes such as the two eyelet bluchers shown above for either town or casual wear.



**TAKE A BREATHER . . .** Airy moccasins are in style for spring. Here nylon and grain calf are blended to provide ease and comfort.

**Long Wear Demand Less For Shoes**

Long wear in dress-type and casual-type footwear is no longer a leading demand of consumers, the shoe industry finds. While folks naturally demand satisfactory wear performance in a shoe, other features are getting more calls: fit, comfort, style, flexibility, etc.

People don't walk as much today, don't give their shoes the wear-abuse of years past. Hence the demand for "heavy duty" features in footwear has fallen off considerably.

Demand now is for lightweight, soft-leather and flexible footwear; for low-top shoes for men; for "naked" type shoes so popular now with women.

Few women ever have their shoes re-soled. Most prefer a new shoe with a new style. And re-soleing often tends to change the size, last and fit of a shoe. No "long wear" isn't the important feature demanded in women's shoes.

As to children's shoes, re-soleing is often dangerous because youngsters usually out-grow their shoes. Wearing a shoe after it's outgrown is the falsest type of economy.

The shoe industry makes many types of footwear when the chief emphasis is on long wear—such as work shoes, military shoes, boots, etc. But in

**Men Should Treat Feet To a Change**

A survey taken last summer in several American cities revealed that the majority of men, while attired in cool, comfortable clothing, were wearing heavyweight winter shoes. It's ironic that while men have embraced such sensible warm-weather apparel as Bermuda shorts, lightweight slacks, cool and porous summer business suits, short-sleeved feather-weight shirts, ventilated straw hats, etc., many still cling to the heavy fall-winter types of shoes that are incongruous with the rest of their costume.

During the warm months the feet, more than any other part of the body, are in need of a "cool treat." The feet are in almost direct contact with the hot pavements. The feet perspire heavily in warm weather and need ventilation. The feet are easily fatigued in such weather when the shoes are heavy and unventilated.

An abundance of shoe styles, both in dress-up and casual types, are now available for warm weather wear. These may be with nylon mesh fronts, or woven and perforated leathers. They are very light in weight, soft, flexible, and some quite colorful.

These are ideal shoes for giving men's feet the cool and comfortable treat feet crave in warm weather.

What's more, such shoes are in fashionable keeping with the rest of the summer-wear apparel. The "cool" look is now complete.

Men shift from winter overcoat to spring topcoat to summer's light-weight business suit. The rest of their apparel also make a corresponding seasonal change. And it's just as important—and good sense—that the same kind of seasonal changes be made in footwear. Give your feet a treat—and they'll treat you right in return.

most other footwear today the popular demand is for other features. This trend is certain to lead to happier, healthier feet.



**CHARCOAL GREY . . .** The Charcoal calfskin strikes a high style note among men's shoes as reflected from this low cut, ventilated blucher with circular tip pattern. They are casual, comfortable.

**Remarkable New Textures Brought to Shoe Leathers**

Shoe and leather industry research is bringing some spectacular new textures and finishes into the new shoe leathers. These are enhancing the handsome look to the new spring shoes for men, women, children.

Distinctive grains is one development . . . the shrunken grains, llama grains, pebbled grains, the soft crushed leathers, the woven leathers, perforated leathers, swirl effects, the cork grains, etc.

Each of these creates a distinct character to the shoe.

**Work Shoes Need Style Men Decree**

There's a little "revolution" brewing in the men's work-clothing industry, and in the men's work-shoe industry as well. The 25 million men who work in factories, shops and other similar establishments or occupations requiring work clothing are demanding more style and dress-up features in their work apparel.

And all with good reason, too. Today's factories and shops are cleaner, brighter. Rising worker incomes are creating new attitudes toward work attire. And very important, the female influence—more women working in industrial plants are increasingly influencing the working attire of the men.

The traditional overalls and blue denim shirt are being replaced by slacksuits, chino trousers and sportshirts, etc. These are serviceable, yet at the same time are dressier, more colorful than the "old" work clothes.

The average American, from birth to the age of 70, buys and wears out about 230 pairs of shoes.



**DRESSY MODELS . . .** The dressy, U-Wing model plus wing back feature moves into the new season in smooth reddish leather. Here's a dressy shoe to wear with patterned hose.

**Science Finds Shoes Important Preventative of Athlete's Foot**

Recent findings of medical doctors, is to wear ventilated shoes in the warm months. And also strongly advised: change the shoes and socks frequently. This keeps the skin of the feet in healthy tone and holds the athlete's foot germs at bay, rendering them harmless.

The best preventive, say the doctors, is to wear ventilated shoes in the warm months. And also strongly advised: change the shoes and socks frequently. This keeps the skin of the feet in healthy tone and holds the athlete's foot germs at bay, rendering them harmless.

Medical researchers at the New York University Medical School, working under a U. S. Army grant, have found that the usual procedure of sterilizing socks and shoes, or using antiseptics in showers, bathrooms or swimming pools for foot baths is useless, even harmful.

And another important discovery: athlete's foot isn't contagious. You can't catch it from someone else. What does cause athlete's foot? The fungus or germs for this skin ailment are carried on almost all feet. But these germs can't attack and infect the skin unless the skin itself is in poor health and has less resistance. Skin that is frequently damp and gets little ventilation becomes macerated and weakened, making way for the fungus to infect and develop into what's known as athlete's foot. This happens usually in warm months, or in warm climates.

GOING OUT TONIGHT?

*Eat with Charley*

At DANIEL'S CAFE 1625 Cabrillo Ave.

About half of all people have "mismatched" feet—one foot larger than the other, according to a survey conducted by Dr. L. E. Morehouse, professor of physical education at the University of California, and reported before the American College of Foot Orthopedists. The variance ranges from one half to 2 1/4 sizes.

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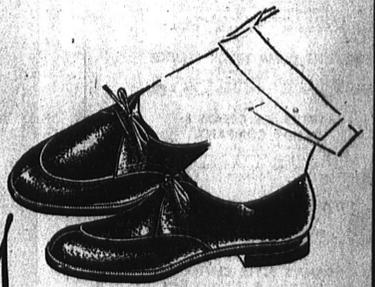
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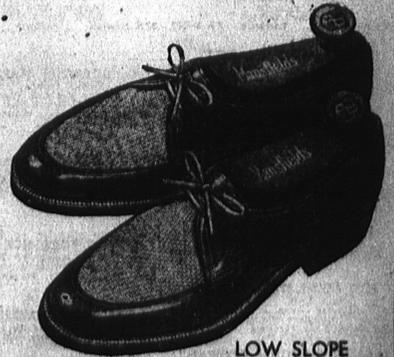
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